

NEW*NEW***NEW***NEW***NEW***NEW**



U. S. Small Business Administration
Georgia District Office
Presents
How to Start a Service Business

When starting a new business, we often have incomplete information and are not sure where to begin. When starting a service business, we often have the wrong format and sense of direction. As a service professional, you have several obstacles to overcome: Your solution is key, your time is limited, and your credibility is on the line. Come and learn how to start a service business the right way.

You will gain knowledge of how to structure your business and operate it for success as well as learning pitfalls to avoid. Don't miss this opportunity to start your service business the Profitable way!

You will learn:

- **Strategy**
- **Business Process**
- **Financial Management**
- **Marketing**
- **Securing Expert Resources**

Instructor: Sherese Johnson, President and CEO of Efficio, Inc.

Sherese Johnson is a Small Business Consultant who has been working with small business owners for the last 12 years. She has strategic planning and marketing expertise and the business savvy necessary to launch a business in today's competitive environment. Ms. Johnson received her bachelor's degree from Kansas State University and her MBA from Keller Graduate School of Management.

Date: August 18, 2005
Time: 4:00 p.m. until 6:00 p.m.
Location: U. S. Small Business Administration
Peachtree Center-Harris Tower
233 Peachtree Street, Suite 1900
Atlanta, GA 30303

ADMISSION IS FREE.

Pre-Registration is mandatory. Seats are limited.

Please contact Dorothy Fletcher, Business Development Specialist at (404) 331-0100, ext. 305 or dorothy.fletcher@sba.gov to register for the class. Fax number: (404) 331-0101

Registration Form- Service Business

Please complete the registration form and return it to the aforementioned address to the attention of: Dorothy Fletcher

Name: _____

Address: _____

Telephone: _____

Business Name: _____

E-mail Address: _____

SBA's participation in this workshop is not an endorsement of the views, opinions, products, or services of any person or entity. All SBA programs are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made, if requested at least 2 weeks in advance. Contact Dorothy Fletcher, Economic Development Specialist, at (404) 331-0100, ext. 305.